



MEDIA RELEASE

POLICE DEPARTMENT TO UTILIZE TEXT MESSAGING TO RESIDENTS

Service to permit text, email and web delivery of information

SANTA BARBARA, CA – January 26, 2012

Residents, commuters and visitors of Santa Barbara can now receive important, official information directly from the Santa Barbara Police Department via Nixle. Messages will be delivered by email, SMS/text message, and over the world wide web.

Notifications may include: Missing children and adults, police activity, current or recent crime activity, community interest information, crime trends, requests for assistance, and other emergency bulletins.

Information can be received online and via e-mail. Residents receive messages by phone as part of their text-messaging plan (otherwise standard text message rates apply). The system is simple to use and provides an easy sign-up process. Register now and learn more at www.nixle.com

Nixle's Community Information Service is built exclusively to provide secure and reliable communications. Its authenticated service connects city agencies to citizens in real-time, delivering information to residents of geographically targeted areas and neighborhoods.

Citizen questions about the service and its capabilities can be answered through our Frequently Asked Questions found at <http://www.nixle.com/faqs.html>. Should you need additional assistance, Nixle provides free citizen support via e-mail at support@nixle.com.

Media representatives are encouraged to utilize Nixle as a way to insure they receive all information available from the Police Department.

Contact: Lt. James Pfleging

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SBPD alerts and community information online now at www.nixle.com

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